

# OLSON RUGS

Olson Rug Company  
Chicago, Ill.



This Book  
tells how to  
SAVE  $\frac{1}{2}$   
on  
The Popular  
One and  
Two-toned  
Rugs



ESTABLISHED OVER  
A-HALF-CENTURY  
AGO

**We Occupy**  
this entire building,  
225,000 square feet  
of floor space. You  
are cordially invited  
to come and visit our  
factory when you are  
in Chicago.

## OUR GUARANTEE

WE GUARANTEE to weave new OLSON RUGS from your old rugs, carpets and clothing, exactly as represented in this catalogue. We guarantee complete satisfaction. OLSON RUGS must prove right by the test of wear. Use them on your own floors—walk on them—examine them carefully—get the opinion of your friends. Then if for any reason, you do not think that your OLSON RUGS are the biggest rug value you ever had for your money, return them within a week at our expense, and we will refund every penny you have paid and pay you for your material.

OLSON RUG COMPANY - - - - 28-42 Laflin Street, Chicago, Illinois

**51 Years**  
—under the same  
management. The  
largest and oldest  
manufacturers of  
rugs in the world  
dealing direct with  
the home.



National Authority On  
Home Decorating

In his association with the OLSON RUG COMPANY as Art Director, Mr. Kelllogg makes it possible for all of our customers to secure the counsel and advice of a recognized authority. As head of instruction on Interior Decorating at the CHICAGO ACADEMY OF FINE ARTS he has attained a notable success. Mr. Kelllogg is a well known lecturer and an artist of exceptional ability.

# Let me put these Long-wearing Rugs in Your Home at my risk

Save  $\frac{1}{2}$  the money you had planned to spend for rugs—Send us your old carpets and rugs

THE beautiful rugs shown in this catalog are the result of half a century of progress. We have brought right to your door all the new colors and patterns that are the choice of discriminating women everywhere.

By the \$1,000,000 OLSON Patented Process we guarantee to reclaim, card, comb, bleach, spin and dye the material in old or out-of-date carpets and rugs into the finest kind of rug yarn and then weave this yarn into new OLSON RUGS that will delight you beyond words—fashionable one or two-toned rugs with the same smooth, velvety surface you find in the high-grade Wilton and Chenille rugs.

## Woven In A Week—ANY SIZE

Every OLSON RUG is woven *seamless* and *REVERSIBLE* with the same deep, luxurious nap on both sides to give *twice the wear*.

For half a century this business has been conducted with old-fashioned honesty and under the golden rule of "Deal as you would be dealt by." Our greatest asset is the confidence and good-will of our customers.

Only a business that is built on the right principles and offers the utmost value for the money can weather the storms of 51 years and become a national institution. And I pledge that the policies upon which this immense business has been built will be faithfully continued.

President.



# The New Styles of Decorating Demand One or Two-Tone Rugs



Beautiful Michigan Boulevard as seen from the Art Institute, Chicago—the art center of America.

the correct use of *color* and *design* in our home surroundings produces all sorts of good effects upon us.

Backgrounds of *Blue* quiet the nerves and lend an atmosphere of restfulness and dignity—*Moss Green* results in increased vitality and happiness (what ideal colors for living room, library, in fact every room)—soft shades like *Taupe*, *Tete-de-Negre*, *Mole*, *Mahogany*, and *Brown* create an atmosphere of harmony and refinement.

## Olson Rugs Add Such Charm

The wonderful manner in which one or two-tone rugs fit in with your furnishings, and the sense of refined comfort they give, produce a most appealing atmosphere. They fit just as harmoniously in rooms with figured hangings and wall papers as they do in rooms with panelled, plain tinted, or tapestry covered walls.

One and two-tone rugs are here to stay. Their use is scientifically correct and surpassingly beautiful. That is why leading

decorators recommend them. They are now used in practically all the fine homes in New York, Chicago, and other large cities.

## Millions Saved for Olson Customers

In rug stores it is possible to secure the fashionable one or two-tone rugs only in the expensive grades. Now, due to the Patented \$1,000,000 Olson Process, we have brought these beautiful, harmonious one and two-tone rugs within reach of all pocket books. No longer is it necessary to try to make the figured rugs harmonize with your other furnishings.

It is so simple to select just the right rug from this book. No need to change your wall paper, curtains, drapes, or upholstering in order to make them harmonize with your rugs, as so often is necessary when buying a fancy patterned store rug.

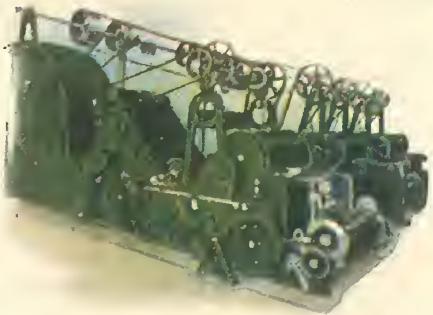
The ideal rooms shown in this book represent the most progressive ideas in color harmony, wall treatment, draping of doors and windows, furnishings, and arrangements. Each room has been selected by decorating experts, not only for its appealing beauty, but because it is comfortable, home-like, and practical. The rooms we have illustrated here are offered merely as suggestions.

*Every rug* in this catalogue may be depended upon to yield a cheerful, harmonious home atmosphere, artistically correct.

Have no hesitation in expressing your own preference in furnishing your home, just as you do in selecting your clothes. Your own good taste will tell you what is best.



# How Your Old Materials Are Made Into New Rugs



Olson Preparing Machines

THE intensely interesting story of how your old material is transformed within one week into beautiful new, rich-toned OLSON RUGS is a lesson in efficiency and practical economy. Aided by the latest improved machinery, perfected and patented by the Olson Rug Company, our expert workmen are able to reclaim the material in your old carpets, rugs and old clothing and bleach, DYE and WEAVE it into new OLSON RUGS so superior to rugs made by any other concern from old material, that there is no comparison.

## Like Wiltons and Chenilles

In fact, the only rugs that can compare with OLSON RUGS are the high-grade Wilton and Chenille rugs, made from new material—and they cost twice as much.

The moment your carpets, rugs and old clothing arrive at our factory, they are weighed and promptly started on their one

By the Patented  
\$1,000,000 Olson Process

OLSON RUGS should never be confused with any rugs made in the ordinary way from old carpets and rugs. They are absolutely different. The rugs we will weave for you by our Patented Process of reclaiming, bleaching, carding, spinning and dyeing the materials in old carpets, rugs and old clothing will be just as fine as the high-grade Wilton and Chenille rugs, famous for their beauty and durability. The same expert care used in weaving these beautiful rugs is followed in weaving OLSON RUGS. Material reclaimed by the Olson Patented Process defies detection.

week journey, which will turn this material into beautiful one- or two-toned floor coverings that will give a lifetime of usefulness.

## Cleaning and Bleaching

The old carpets, rugs and clothing now go to specially constructed bleachers where the old colors are carefully and skillfully bleached out leaving the material like new.

This material is then run through an immense automatic OLSON wringer and hung up in the drying-room. After thirty minutes' time it is thoroughly dry and immaculately clean, bright, soft and fresh.

The old carpets, rugs and old clothing



Samples (actual size) of wool rug yarn prepared by the Olson Special Process



Where the yarn is dyed.

now go to the preparing machines. We are the only concern in the rug business which operates such great labor saving devices. These machines are of our invention and fully protected by patents. Each one alone cost us \$5,500.00 to install.

## Reclaiming the Wool

Here the material is cut and frayed. In a day one machine prepares 7,000 pounds of material for the pickering and carding machines, where the material is carded and combed into long, soft, fluffy strands, the equal in appearance and wearing qualities to new wool.

## Spinning

Upon our immense spinning machines, 125 feet long and of latest type, this reclaimed wool is tightly spun into the finest kind of rug yarn. The remarkable strength and extreme tightness of the yarn are largely responsible for the long life of service one gets from Olson Rugs.

## Dyeing Material

Expert chemists and dyers dye the yarn the exact shade required for your new rugs. Great care is taken to see that every particle of the yarn is penetrated by the dye.

The method used in the dyeing process causes the yarn to remain pliable and soft, adding longer life to your rugs. Under heavy pressure of steam the yarn is dried and the dyes made absolutely fast. Then this yarn is wound into cops and sent to the large and most improved Olson power looms.



This illustration shows the 4-ply warp (four strands) we use. Compare it with the 3-ply warp used in weaving most one-sided rugs.

## Warp

The warp that holds the rug together is an important factor in determining the life of the rug. For over 50 years the Olson Rug Company has used the best quality, long staple hard spun four-ply warp.

That is one reason why Olson Rugs wear for a lifetime

## Weaving

In the expert weaving of the New OLSON RUGS lies another secret of their remarkable durability and beauty. Realizing that every rug we send out must be a recommendation for the Olson Rug Company, our skilled weavers, many of whom have been with us for more than 35 years, weave the yarn in your rug in such a way as to bring out all the rich lustre. The power looms "weave" the yarn into the rug with great force which gives the body its remarkable strength.



## The Nap Is Deep and Firm

The nap of the rug (or the surface you walk on) is deep and firm. This velvet-like surface does not mat down after being worn, but like the fine Wiltons is always "straight up." An OLSON RUG lies flat, clings to the floor, and is easy to keep clean with a vacuum cleaner, carpet sweeper or a broom.

## Firmly Bound—Expertly Trimmed

Every OLSON RUG is firmly bound and expertly trimmed by the latest improved machinery. The surface is sheared to perfect evenness. Experienced inspectors thoroughly examine your rug to see that it is correct in every detail before it is shipped to you.

## Reclaimed Material Cannot Be Detected

All of the rugs shown in this catalogue were made either from old carpets and old rugs alone, or old carpets, rugs and old clothing combined.

It has taken us half a century of careful work and a fortune in money to make the new OLSON RUG the splendid floor covering that it is today.

*Olson Power Looms*



**A LANDMARK**  
—night view of the  
Olson stack, the largest  
in Chicago. From this  
you get some idea of the  
size of the great Olson  
rug factory.

OLSON RUG CO., CHICAGO

## You Save Half

All the basic patents and processes, worth over a million dollars, by which the old materials are reclaimed and rewoven into new OLSON RUGS, are owned by the Olson Rug Company. You get the full benefit of the great money saving made possible by the Olson Process. Here is your opportunity to save half the money you had planned to spend for your rugs.

WE DO NOT  
EMPLOY ANY  
AGENTS

Send Your Order  
Direct To Us

*Experts test all rug yarn for  
color and strength*



# Compare Olson Rugs With *the* Fine Wiltons and Chenilles at Double Our Price



A close-up uncolored photograph of an Olson Rug.



A close-up uncolored photograph of a fine wool Wilton Rug.



OLSON RUGS are seamless and reversible—a feature so hard to find in store rugs. This means longer wear.

Like the fine Wilton Rugs, the *new* OLSON RUGS are closely and firmly woven with a deep, smooth nap, or surface, that stands "straight up." Your material, when reclaimed by the OLSON process, will be just as fine as new.

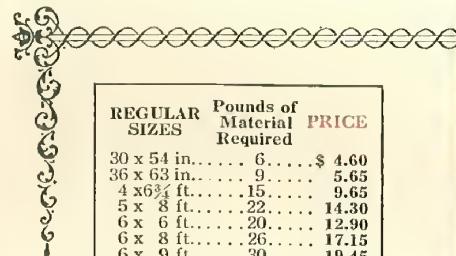


You will be proud of your OLSON RUGS when you entertain. They are closely and firmly woven to withstand the hardest wear.

The new OLSON RUGS lie flat. They do not curl up. Quickly and easily cleaned with a vacuum cleaner, carpet sweeper, or broom.



The ideal rug for any room—soft and velvety under foot. The nap is deep and closely woven.



REGULAR SIZES	Pounds of Material Required	PRICE
30 x 54 in.	6.	\$ 4.60
36 x 63 in.	9.	5.65
4 x 6 $\frac{1}{4}$ ft.	15.	9.65
5 x 8 ft.	22.	14.30
6 x 6 ft.	20.	12.90
6 x 8 ft.	26.	17.15
6 x 9 ft.	30.	19.45
7 x 7 ft.	27.	17.55
7 x 9 ft.	35.	22.45
8 x 8 ft.	35.	22.90
8 x 10 ft.	45.	28.95
8 x 11 ft.	49.	31.50
9 x 9 ft.	45.	29.00
9 x 11 ft.	55.	35.45
9 x 12 ft.	60.	38.70
10 x 10 ft.	56.	39.40
10 x 12 ft.	67.	47.00
10 x 13 ft.	72.	50.90
11 x 12 ft.	74.	52.05
11 x 14 ft.	85.	60.55
12 x 12 ft.	80.	57.10
12 x 14 ft.	93.	66.10
12 x 15 ft.	98.	70.50
27 in. x 6 ft.	7.	5.25
27 in. x 9 ft.	12.	7.90
27 in. x 12 ft.	15.	10.55

For *SPECIAL SIZES*, see page 20, column 5.

Price for the **\$28<sup>95</sup>**  
8 x 10 ft. size



PATTERN 697—BEAVER BROWN—Proper for Every Room  
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

## Picture This Rich Rug in Your Own Home!

THE rich beauty of this splendid new color readily accounts for its remarkable popularity. It is the handsome new shade so fashionable in New York, Chicago and elsewhere.

This extremely attractive pattern has delighted our customers. So harmoniously does it blend with practically all decorations that it is the ideal rug for every room. Stands the hardest sort of wear without showing soil.

Like all OLSON RUGS, the pattern and colors appear identi-

cally the same on both sides. Being reversible it will outwear practically two ordinary rugs. In every respect this beautiful OLSON RUG measures up to the standard of the high grade Wiltons—and costs less than  $\frac{1}{2}$  as much. Material reclaimed by the Patented Olson Process cannot be detected from new wool. Imagine the charm that a new Beaver Brown OLSON RUG would add to your home. Within a week we will weave and complete your order. Satisfaction guaranteed.



*A rug that will win the  
admiration of your  
friends.*

**PATTERN 596—MULBERRY—Proper for Every Room**

Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

**A Long-Wearing Rug—A Regal Color**

**P**ICTURE this fashionable two-tone mulberry rug in your own home. Consider what a satisfying change this rich OLSON RUG would be—a rug with soft, deep luxurious nap. No matter what color, no matter how faded or threadbare, we guarantee to reweave old carpets, rugs and old clothing into beautiful, seamless new mulberry rugs that will delight you and arouse the admiration of your friends.

Imagine the charm that a new OLSON RUG in the exquisite shade of mulberry shown above would add to your home. Like all OLSON RUGS this rug is so woven that it will not show soil or foot marks. We guarantee to satisfy you or refund all your money and pay you for your material.

Why even consider a one sided store rug when you can get a reversible long-wearing Olson rug and save half your money?

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 2.95
30 x 54 in.	6	3.95
36 x 63 in.	9	5.05
4 x 6 $\frac{3}{4}$ ft.	15	8.55
5 x 8 ft.	22	12.75
6 x 6 ft.	20	11.40
6 x 8 ft.	26	15.05
6 x 9 ft.	30	17.15
7 x 7 ft.	27	15.60
7 x 9 ft.	35	20.10
8 x 8 ft.	35	20.20
8 x 10 ft.	45	25.40
8 x 11 ft.	49	27.60
9 x 9 ft.	45	25.45
9 x 11 ft.	55	31.10
9 x 12 ft.	60	33.90
10 x 10 ft.	56	34.55
10 x 12 ft.	67	42.20
10 x 13 ft.	72	45.65
11 x 12 ft.	74	46.15
11 x 14 ft.	85	53.90
12 x 12 ft.	80	49.65
12 x 14 ft.	93	58.75
12 x 15 ft.	98	63.10
27 in. x 6 ft.	7	4.85
27 in. x 9 ft.	12	7.25
27 in. x 12 ft.	15	9.65

For **SPECIAL SIZES**, see  
page 20, column 4.

Price for the **\$25<sup>40</sup>**  
8 x 10 ft. size

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 2.95
30 x 54 in.	6	3.95
36 x 63 in.	9	5.05
4 x 6 $\frac{3}{4}$ ft.	15	8.55
5 x 8 ft.	22	12.75
6 x 6 ft.	20	11.40
6 x 8 ft.	26	15.05
6 x 9 ft.	30	17.15
7 x 7 ft.	27	15.60
7 x 9 ft.	35	20.10
8 x 8 ft.	35	20.20
8 x 10 ft.	45	25.40
8 x 11 ft.	49	27.60
9 x 9 ft.	45	25.45
9 x 11 ft.	55	31.10
9 x 12 ft.	60	33.90
10 x 10 ft.	56	34.55
10 x 12 ft.	67	42.20
10 x 13 ft.	72	45.65
11 x 12 ft.	74	46.15
11 x 14 ft.	85	53.90
12 x 12 ft.	80	49.65
12 x 14 ft.	93	58.75
12 x 15 ft.	98	63.10
27 in. x 6 ft.	7	4.85
27 in. x 9 ft.	12	7.25
27 in. x 12 ft.	15	9.65

For *SPECIAL SIZES*, see page 20, column 4.

Price for the **\$25<sup>40</sup>**  
8 x 10 ft. size



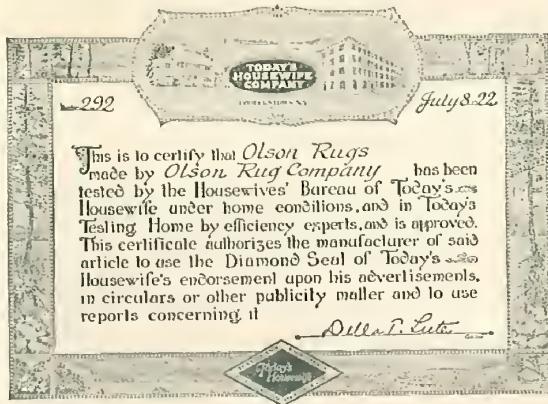
PATTERN 891—MOLE—Proper for Every Room.  
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

## A Rug That Will Add Refinement and Dignity

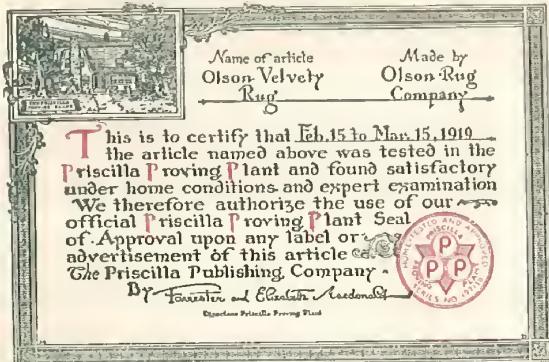
**A**S YOU enter this room from the outside, you are instantly impressed with a feeling of dignity. The perfect harmony of the room indicates at once that the occupants are people of refinement and excellent taste. This atmosphere has been achieved for the most part by using a one-toned Mole rug. Its soft, neutral shade blends perfectly with every article of decoration. Somehow, a one-toned Mole rug appears to increase the size of a room. A popular color with decorators.

Due to the special OLSON weave this rug will not show soil even when subjected to the hardest kind of wear. Send us your old carpets and rugs, no matter how worn or threadbare they may be or what color, and in one week's time you will get a rug in the attractive Mole color exactly like the above. As in the fine Wilton rugs, the nap will be deep, luxurious, and firmly woven. Like all OLSON RUGS, this rug is woven seamless and reversible to give double the wear.

Olson Rugs Are Endorsed By  
**TODAY'S HOUSEWIFE**  
 One of the Foremost Home Magazines



Tested and Approved by Experts of  
**MODERN PRISCILLA**  
 A Leading Publication for Women



After a most exacting test made on  
 OLSON RUGS under actual home con-  
 ditions by Farm and Home (the nation-  
 al magazine of rural life) they were given  
 the highest rating of AA.

Read What  
 Women Say About  
 Two-Tone Rugs

HERE are just a few of the replies received from thousands of women in answer to our question, "Why do you like one and two-tone rugs better than patterned rugs?"

- "Harmonize with furniture better"
- "Go with everything better"
- "Look richer"
- "Easier on the eye"
- "Decorators recommend them"
- "More inviting"
- "Prettier and more restful"
- "Make it possible to carry out any color scheme"
- "For a change"
- "You don't tire of the plain so soon"
- "Simple and rich looking"
- "Better decorating"
- "More artistic"
- "More fashionable"
- "Make the room look larger"
- "Go with every color scheme"
- "Give better background for furniture"

**PATTERN 996 — TAUPE**

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 3.30
30 x 54 in.	6	4.60
36 x 63 in.	9	5.65
4 x 6 1/4 ft.	15	9.65
5 x 8 ft.	22	14.30
6 x 6 ft.	20	12.90
6 x 8 ft.	26	17.15
6 x 9 ft.	30	19.45
7 x 7 ft.	27	17.55
7 x 9 ft.	35	22.45
8 x 8 ft.	35	22.90
8 x 10 ft.	45	28.95
8 x 11 ft.	49	31.50
9 x 9 ft.	45	29.00
9 x 11 ft.	55	35.45
9 x 12 ft.	60	38.70
10 x 10 ft.	56	39.40
10 x 12 ft.	67	47.00
10 x 13 ft.	72	50.90
11 x 12 ft.	74	52.05
11 x 14 ft.	85	60.80
12 x 12 ft.	80	57.10
12 x 14 ft.	93	66.10
12 x 15 ft.	98	70.50
27 in. x 6 ft.	7	5.25
27 in. x 9 ft.	12	7.90
27 in. x 12 ft.	15	10.50

For **SPECIAL SIZES**, see  
 page 20, column 5.

Price for the **\$28<sup>95</sup>**  
 8 x 10 ft. Size

Hotels, Clubs, Churches

Thousands of OLSON RUGS are now in the finest hotels, clubs, private offices, churches and public buildings. Here are just a few of our customers:

*San Carlos Hotel, Pensacola, Fla.  
 The Breakers, Atlantic City, N. J.  
 The Hotel Cecil, Atlanta, Ga.  
 Huntington Hotel, Huntington, W. Va.  
 Georgian Hotel, Athens, Ga.  
 Hayes Hotel, Chicago, Ill.  
 Hotel Stanleigh, Bridgeport, Conn.  
 Lake Lawn Hotel, Delevan, Wis.  
 Wisconsin Hotel, Milwaukee, Wis.  
 Jefferson Hotel, Pine Bluff, Ark.*



See Price List on  
opposite page

Woven seamless and reversible  
to give twice the wear

PATTERN 996—TAUPE—Proper for every room

## Taupe—Extremely Popular—At A Big Saving

**T**HIS is the beautiful new shade that is so popular. It is so ideally suited for a floor covering that many of the finest homes today are covered throughout with rugs in this harmonious shade. The soft tones blend perfectly with the finest period furniture and with all color schemes, making a restful background of exceptional charm.

Picture this attractive rug in your own home! The nap is rich, deep and long-wearing, and has that soft, velvety feel underfoot like the fine Wiltons and Chenilles. Consider what a satisfying change an OLSON RUG will be in the harmonious two-tone effects demanded today for the up-to-date home. You can order Taupe regardless of the colors in your materials.



PATTERN 691—BROWN—Proper for every Room

Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

## A Long-Wearing and Serviceable Rug

THE exquisite beauty and restful effects which are obtainable by the use of one and two-toned rugs are unattainable in any other floor covering at the disposal of the interior decorator. A one-tone rug seemingly increases the size of the room and gives a feeling of solidity and quiet comfort that is most pleasing.

Pattern 691 is a great favorite for it goes well with practically every color scheme. It is easy to keep clean and it doesn't

show soil. Colors are guaranteed fast. The close weave and depth of pile create a resilient surface which is very pleasant to walk on. OLSON RUGS rival the high-grade Wiltons and Chenilles and yet they cost only one-half as much. Being reversible they will outwear two ordinary store rugs.

If you will send us your old carpets and rugs we guarantee to weave lovely new rugs with the same deep smooth surface you find in Wilton and Chenille rugs.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 2.50
30 x 54 in.	6	3.30
36 x 63 in.	9	4.05
4 x 6 $\frac{3}{4}$ ft.	15	7.05
5 x 8 ft.	22	10.35
6 x 6 ft.	20	9.20
6 x 8 ft.	26	12.45
6 x 9 ft.	30	13.70
7 x 7 ft.	27	12.85
7 x 9 ft.	35	16.00
8 x 8 ft.	35	16.35
8 x 10 ft.	45	20.45
8 x 11 ft.	49	22.50
9 x 9 ft.	45	20.75
9 x 11 ft.	55	25.05
9 x 12 ft.	60	27.30
10 x 10 ft.	56	28.15
10 x 12 ft.	67	34.45
10 x 13 ft.	72	37.30
11 x 12 ft.	74	35.20
11 x 14 ft.	85	44.20
12 x 12 ft.	80	41.50
12 x 14 ft.	93	48.00
12 x 15 ft.	98	51.65
27 in. x 6 ft.	7	3.95
27 in. x 9 ft.	12	5.95
27 in. x 12 ft.	15	8.05

For SPECIAL SIZES, see page 20, column 1.

Price for the **20<sup>45</sup>**  
8 x 10 ft. size



REGULAR SIZES	Pounds of Materials Required	PRICE
27 x 42 in.	4	\$ 2.50
30 x 54 in.	6	3.30
36 x 63 in.	9	4.05
4 x 6 $\frac{3}{4}$ ft.	15	7.05
5 x 8 ft.	22	10.35
6 x 6 ft.	20	9.20
6 x 8 ft.	26	12.45
6 x 9 ft.	30	13.70
7 x 7 ft.	27	12.85
7 x 9 ft.	35	16.00
8 x 8 ft.	35	16.35
8 x 10 ft.	45	20.45
8 x 11 ft.	49	22.50
9 x 9 ft.	45	20.75
9 x 11 ft.	55	25.05
9 x 12 ft.	60	27.30
10 x 10 ft.	56	28.15
10 x 12 ft.	67	34.45
10 x 13 ft.	72	37.30
11 x 12 ft.	74	35.20
11 x 14 ft.	85	44.20
12 x 12 ft.	80	41.50
12 x 14 ft.	93	48.00
12 x 15 ft.	98	51.65
27 in. x 6 ft.	7	3.95
27 in. x 9 ft.	12	5.95
27 in. x 12 ft.	15	8.05

For *SPECIAL SIZES*, see page 20, column 1

Price for the **\$20<sup>45</sup>**  
8 x 10 ft. size



PATTERN 392—BROWN, Moss Border—Proper for Every Room  
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

## This Rug Will Add Cheerfulness to Any Room

EVERYTHING about this room suggests cheerfulness. How delightfully the brown rug with the Moss border enhances the attractiveness of this cozy room. Consider what a satisfying change this two-colored OLSON RUG would be in your home. It is a rug for your living room, dining room, bedroom, in fact every room in the home. It is woven so that it will not show soil even when subjected to the most severe wear. And being reversible it will wear twice as

long as the average one-sided store rug. It requires only one week's time to reclaim old carpets and rugs and weave a firmly woven rug exactly like this pattern which will be the object of your friends' admiration. Material reclaimed by our Patented Process cannot be distinguished from new wool.

Because of their beauty, unusual durability and because they give their owners "pride of economy" OLSON RUGS are used in thousands of the most exclusive homes.



You Can Order this Combination Rug regardless of the colors in your old material

PATTERN 7906—Proper for Every Room

Mulberry on One Side, Brown on the Other. Seamless

HERE is the latest achievement of the \$1,000,000 OLSON Patented Process—a remarkable rug combining two of the most serviceable colors, the rich new Brown and regal Mulberry. Note how completely the living-room on the left is transformed by merely reversing the rug as shown in the lower picture. The popularity of this exclusive OLSON RUG is tremendous. This rug has the deep, luxuriant pile, long wearing qualities and rich appearance of Wilton and Chenille rugs at a fraction of the cost.

REGULAR SIZES	Pounds of Material Required	PRICE
30 x 54 in.	6.....	\$ 4.60
36 x 63 in.	9.....	5.65
4 x 6 $\frac{1}{2}$ ft.	15.....	9.65
5 x 8 ft.	22.....	11.30
6 x 6 ft.	20.....	12.90
6 x 8 ft.	26.....	17.15
6 x 9 ft.	30.....	19.45
7 x 7 ft.	27.....	17.55
7 x 9 ft.	35.....	22.45
8 x 8 ft.	35.....	22.90
8 x 10 ft.	45.....	29.10
8 x 11 ft.	49.....	31.50
9 x 9 ft.	45.....	28.95
9 x 11 ft.	55.....	35.45
9 x 12 ft.	60.....	38.70
10 x 10 ft.	56.....	39.40
10 x 12 ft.	67.....	47.00
10 x 13 ft.	72.....	50.90
11 x 12 ft.	74.....	52.05
11 x 14 ft.	85.....	60.55
12 x 12 ft.	80.....	57.10
12 x 14 ft.	93.....	66.10
12 x 15 ft.	98.....	70.50
27 in. x 6 ft.	7.....	\$ 5.25
27 in. x 9 ft.	12.....	7.90
27 in. x 12 ft.	15.....	10.55

For SPECIAL SIZES, see page 20, column 5.

Price for the \$28<sup>95</sup>  
8 x 10 ft. size

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 3.30
30 x 54 in.	6	4.60
36 x 63 in.	9	5.65
4 x 6 3/4 ft.	15	9.65
5 x 8 ft.	22	14.30
6 x 6 ft.	20	12.90
6 x 8 ft.	26	17.15
6 x 9 ft.	30	19.45
7 x 7 ft.	27	17.55
7 x 9 ft.	35	22.45
8 x 8 ft.	35	22.90
8 x 10 ft.	45	28.95
8 x 11 ft.	49	31.50
9 x 9 ft.	45	29.00
9 x 11 ft.	55	35.45
9 x 12 ft.	60	38.70
10 x 10 ft.	56	39.40
10 x 12 ft.	67	47.00
10 x 13 ft.	72	50.90
11 x 12 ft.	74	52.05
11 x 14 ft.	85	60.80
12 x 12 ft.	80	57.10
12 x 14 ft.	93	66.10
12 x 15 ft.	98	70.50
27 in. x 6 ft.	7	5.25
27 in. x 9 ft.	12	7.90
27 in. x 12 ft.	15	10.50

For *SPECIAL SIZES*, see page 20, column 5.

Price for the **\$28<sup>95</sup>**  
8 x 10 ft. size



PATTERN 1906—TETE-DE-NEGRE—Proper for Every Room  
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

## Picture This Rich Rug in Your Own Home!

THE use of this practical new color has been made possible by the million dollar Olson Patented Process. Here is a new beauty for floor coverings that has received the enthusiastic endorsement of leading decorators everywhere and which is exceedingly popular among all home lovers.

The unusual beauty and refinement of tone is instantly recognized. Blending perfectly with every scheme of decoration, it

will bring to any room in the home a most pleasing effect. Like all other Olson Rugs, Tete-de-Negre is so woven as not to show foot marks or soil even when subjected to the most severe wear.

Just think—you can get this latest color creation by sending your old carpets and rugs, no matter how worn or faded or what color your old material may be. This beautiful Olson rug is equal in every respect to high grade Wiltons and Chenilles.



PATTERN 398—GREEN, Brown Border—Proper for Every Room  
 Woven seamless and reversible to give twice the wear. You can order this up-to-date  
 rug regardless of the colors in your old materials

REGULAR SIZES	Pounds of Material Required	PRICE
30 x 54 in.	6	\$ 3.80
36 x 63 in.	9	4.45
4 x 6½ ft.	15	7.70
5 x 8 ft.	22	11.40
6 x 6 ft.	20	10.35
6 x 8 ft.	26	13.85
6 x 9 ft.	30	15.35
7 x 7 ft.	27	14.05
7 x 9 ft.	35	17.60
8 x 8 ft.	35	18.10
8 x 10 ft.	45	22.95
8 x 11 ft.	49	25.35
9 x 9 ft.	45	22.90
9 x 11 ft.	55	27.85
9 x 12 ft.	60	30.60
10 x 10 ft.	56	31.45
10 x 12 ft.	67	37.70
10 x 13 ft.	72	40.75
11 x 12 ft.	74	41.65
11 x 14 ft.	85	48.45
12 x 12 ft.	80	45.05
12 x 14 ft.	93	52.85
12 x 15 ft.	98	56.60
27 in. x 6 ft.	7	4.40
27 in. x 9 ft.	12	6.65
27 in. x 12 ft.	15	8.85

For **SPECIAL SIZES**, see  
 page 20, column 3.

Price for the **\$22<sup>95</sup>**  
 8 x 10 ft. size

## This Two-Colored Rug is a Great Favorite

**T**HIS unusual two-colored OLSON RUG may be appropriately applied to a wide variety of schemes. The center and outside border are a beautiful soft green; the inner border is a rich lustrous brown which gives the rug a perfect balance of color so largely responsible for the great charm of this design. Good taste is not a matter of expense. Because of our **SPECIAL PROCESS** of reclaiming old rugs, carpets and clothing, we have made it possible for every home

in this country to enjoy this popular two-colored rug.

If you have priced rugs in your local stores you will realize that by sending us your old material you can save one-half on your rug. Where can you get a rug of equal beauty and durability at a price so low? OLSON RUGS are the equal of the high-priced Wiltons. Like all OLSON RUGS this pattern is woven seamless and reversible with same luxurious deep pile on both sides to give twice the wear.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4.	\$ 2.70
30 x 54 in.	6.	3.80
36 x 63 in.	9.	4.45
4 x 6 $\frac{3}{4}$ ft.	15.	7.70
5 x 8 ft.	22.	11.40
6 x 6 ft.	20.	10.35
6 x 8 ft.	26.	13.85
6 x 9 ft.	30.	15.35
7 x 7 ft.	27.	14.05
7 x 9 ft.	35.	17.60
8 x 8 ft.	35.	18.10
8 x 10 ft.	45.	22.95
8 x 11 ft.	49.	25.35
9 x 9 ft.	45.	22.90
9 x 11 ft.	55.	27.85
9 x 12 ft.	60.	30.60
10 x 10 ft.	56.	31.45
10 x 12 ft.	67.	37.70
10 x 13 ft.	72.	40.75
11 x 12 ft.	74.	41.65
11 x 14 ft.	85.	48.45
12 x 12 ft.	80.	45.05
12 x 14 ft.	93.	52.85
12 x 15 ft.	98.	56.60
27 in. x 6 ft.	7.	4.40
27 in. x 9 ft.	12.	6.65
27 in. x 12 ft.	15.	8.85

For SPECIAL SIZES, see page 20, column 3.

Price for the **\$22<sup>95</sup>**  
8 x 10 ft. size



**PATTERN 296—MAHOGANY—Proper for Every Room**  
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

## *Mahogany, The Aristocrat of Colors*

**M**AHOGANY, one of the very newest shades, has leaped into instant popularity. Its suitability to all schemes of decoration and the fact that it can be subjected to the most severe wear without showing soil has made it a great favorite. Picture this rich looking rug in your own home. Like the fine Wiltons, the nap or surface is soft, deep and luxuriant. Finished the same on both sides. Like all OLSON RUGS

this pattern is woven seamless and reversible to give double the wear. And you save half the price of a store rug. You can order an OLSON RUG in this pleasing Mahogany shade with perfect assurance that you are getting the very latest in floor coverings. Colors are guaranteed fast. Remember, our strong guarantee of satisfaction or your money back goes with every rug. Every order completed within **ONE WEEK**.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 3.30
30 x 54 in.	6	4.60
36 x 63 in.	9	5.65
4 x 6 $\frac{3}{4}$ ft.	15	9.65
5 x 8 ft.	22	14.30
6 x 6 ft.	20	12.90
6 x 8 ft.	26	17.15
6 x 9 ft.	30	19.45
7 x 7 ft.	27	17.55
7 x 9 ft.	35	22.45
8 x 8 ft.	35	22.90
8 x 10 ft.	45	28.95
8 x 11 ft.	49	31.50
9 x 9 ft.	45	29.00
9 x 11 ft.	55	35.45
9 x 12 ft.	60	38.70
10 x 10 ft.	56	39.40
10 x 12 ft.	67	47.00
10 x 13 ft.	72	50.90
11 x 12 ft.	74	52.05
11 x 14 ft.	85	60.80
12 x 12 ft.	80	57.10
12 x 14 ft.	93	66.10
12 x 15 ft.	98	70.50
27 in. x 6 ft.	7	5.25
27 in. x 9 ft.	12	7.90
27 in. x 12 ft.	15	10.50

For *SPECIAL SIZES*, see  
page 20, column 5.

Price for the **\$28<sup>95</sup>**  
8 x 10 ft. size



PATTERN 896—MOLE—Proper for Every Room  
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

## Ideal For Rooms Where Hard Wear Is Expected

**W**HAT a delightful living room! What exquisite colorings!" you exclaim. The charm of this lovely room illustrates one of the many beautiful effects obtained by using this rich, harmonious color. Its suitability to all rooms in the home is apparent. Mole rugs are extremely popular.

There is something distinguished and refined about this beautiful shade that makes it a great favorite. The same pattern

on both sides means double wear. Because of the firm weave and depth of pile, OLSON Mole rugs are adapted to rooms where hard wear is expected. They won't show the soil. By our remarkable process of reclaiming the wool and other materials in old carpets, rugs and clothing, we have brought fashionable, two-tone Mole rugs within the reach of all pocket books. Remember, our strong guarantee of satisfaction goes with every Rug.



PATTERN 196—BLUE—Proper for Every Room

Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

### Soft—Rich—Restful—A Beautiful Rug

**W**HEN you entertain guests and you gather the family together for a reunion, the dining room is brought into unusual prominence. You want a floor covering that adds dignity and refinement. That is why we urge you to send your old carpets and rugs to be carded, combed, bleached and completely reclaimed like new and then woven into this beautiful new blue OLSON RUG. You will get a

rug that is the equal of the highest grade Wilton at only one-half the cost. Observe the richness and refinement of the attractive OLSON RUG shown above—the soft, exquisite shade of blue, and the border of a darker shade. Same on both sides. What a perfect background it makes for the handsome, Old English period design, walnut dining-room set. OLSON RUGS are so woven that they do not show soil.

REGULAR SIZES	Pounds of Materials Required	PRICE
27 x 42 in.	4	\$ 3.30
30 x 54 in.	6	4.60
36 x 63 in.	9	5.65
4 x 6 $\frac{3}{4}$ ft.	15	9.65
5 x 8 ft.	22	14.30
6 x 6 ft.	20	12.90
6 x 8 ft.	26	17.15
6 x 9 ft.	30	19.45
7 x 7 ft.	27	17.55
7 x 9 ft.	35	22.45
8 x 8 ft.	35	22.90
8 x 10 ft.	45	28.95
8 x 11 ft.	49	31.50
9 x 9 ft.	45	29.00
9 x 11 ft.	55	35.45
9 x 12 ft.	60	38.70
10 x 10 ft.	56	39.40
10 x 12 ft.	67	47.00
10 x 13 ft.	72	50.90
11 x 12 ft.	74	52.05
11 x 14 ft.	85	60.80
12 x 12 ft.	80	57.10
12 x 14 ft.	93	66.10
12 x 15 ft.	98	70.50
27 in. x 6 ft.	7	5.25
27 in. x 9 ft.	12	7.90
27 in. x 12 ft.	15	10.50

For *SPECIAL SIZES*, see page 20, column 5.

Price for the **\$28<sup>95</sup>**  
8 x 10 ft. size

# Prices for *SPECIAL SIZES*

THE tendency to cover the entire floor has brought many requests for rugs of unusual size. We can furnish rugs in any size you need. No other rug concern offers such a complete variety of sizes. If you do not find the size you need under "Regular Sizes" on each page, you will probably find it listed below.

SPECIAL SIZES	Pounds of Material Required	COLUMN No. 1	COLUMN No. 2	COLUMN No. 3	COLUMN No. 4	COLUMN No. 5
27 in. x 15 ft.	.22	\$ 9.10	\$ 9.95	\$10.45	\$11.65	\$13.30
27 in. x 18 ft.	.23	11.15	11.95	12.55	13.95	15.95
30 in. x 6 ft.	.10	4.15	4.40	4.65	5.15	5.90
30 in. x 9 ft.	.12	6.20	6.65	6.95	7.75	8.85
30 in. x 12 ft.	.16	8.25	8.85	9.30	10.35	11.80
30 in. x 15 ft.	.20	10.30	11.05	11.60	12.90	14.75
3 x 6 ft.	.10	4.95	5.30	5.60	6.20	7.10
3 x 7 ft.	.12	5.75	6.20	6.50	7.25	8.30
3 x 8 ft.	.13	6.60	7.10	7.45	8.30	9.45
3 x 9 ft.	.16	7.40	7.95	8.35	9.30	10.65
3 x 12 ft.	.22	9.90	10.60	11.15	12.40	14.20
3 x 15 ft.	.27	12.40	13.25	13.95	15.50	17.75
4 x 5 ft.	.11	5.50	5.90	6.20	6.90	7.90
4 x 6 ft.	.13	6.60	7.10	7.45	8.30	9.45
4 x 9 ft.	.20	9.90	10.60	11.15	12.40	14.20
4 x 12 ft.	.27	13.20	14.15	14.90	16.55	18.99
5 x 5 ft.	.14	6.90	7.40	7.75	8.60	9.85
5 x 6 ft.	.17	8.25	8.85	9.30	10.35	11.80
5 x 7 ft.	.19	9.60	10.30	10.85	12.05	13.80
5 x 9 ft.	.25	12.40	13.30	13.95	15.50	17.75
5 x 10 ft.	.28	13.75	14.75	15.50	17.25	19.70
5 x 12 ft.	.33	16.50	17.70	18.60	20.70	23.65
6 x 7 ft.	.23	11.55	12.40	13.05	14.50	16.55
6 x 10 ft.	.33	16.50	17.70	18.60	20.70	23.65
6 x 12 ft.	.40	19.80	21.25	22.30	24.85	28.35
7 x 8 ft.	.31	15.40	16.50	17.35	19.30	22.05
7 x 10 ft.	.38	19.25	20.65	21.70	24.15	27.60
7 x 11 ft.	.43	21.15	22.70	23.90	26.55	30.35
7 x 12 ft.	.47	23.10	24.80	26.05	28.95	33.10
7 x 14 ft.	.55	26.95	28.90	30.40	33.80	38.60
8 x 9 ft.	.40	19.80	21.25	22.30	24.85	28.35
8 x 12 ft.	.53	26.40	28.30	29.75	33.10	37.80
8 x 13 ft.	.58	28.60	30.70	32.25	35.90	40.95
9 x 10 ft.	.50	24.75	26.55	27.90	31.05	35.45
9 x 14 ft.	.70	35.70	38.30	40.20	44.80	51.15
9 x 15 ft.	.75	38.25	40.05	43.10	47.95	54.80
10 x 11 ft.	.61	31.15	33.40	35.10	39.05	44.65
10 x 14 ft.	.78	39.55	42.55	44.70	49.75	56.80
10 x 15 ft.	.83	42.50	55.50	47.90	53.30	60.85
11 x 11 ft.	.67	34.55	36.75	38.60	42.95	48.05
11 x 13 ft.	.80	40.50	42.45	45.70	51.85	58.05
12 x 13 ft.	.87	44.20	47.45	49.80	55.40	63.30
12 x 18 ft.	.120	61.20	65.60	68.95	79.75	86.60
15 x 18 ft.	.150	76.40	82.05	86.20	95.55	109.55
18 x 25 ft.	.250	127.45	136.75	143.70	159.90	182.60

And Larger.... If you do not find the size you need write us and we will quote you our price.

## PATTERN 696—BROWN

REGULAR SIZES	Pounds of Materials Required	PRICE
27 x 42 in.	4	\$ 2.95
30 x 54 in.	6	3.95
36 x 63 in.	9	5.05
4 x 6 3/4 ft.	15	8.55
5 x 8 ft.	22	12.75
6 x 6 ft.	20	11.40
6 x 8 ft.	26	15.05
6 x 9 ft.	30	17.15
7 x 7 ft.	27	15.60
7 x 9 ft.	35	20.10
8 x 8 ft.	35	20.20
8 x 10 ft.	45	25.40
8 x 11 ft.	49	27.60
9 x 9 ft.	45	25.45
9 x 11 ft.	55	31.10
9 x 12 ft.	60	33.90
10 x 10 ft.	56	34.55
10 x 12 ft.	67	42.20
10 x 13 ft.	72	45.65
11 x 12 ft.	74	46.15
11 x 14 ft.	85	53.90
12 x 12 ft.	80	49.65
12 x 14 ft.	93	58.75
12 x 15 ft.	98	63.10
27 in. x 6 ft.	7	4.85
27 in. x 9 ft.	12	7.25
27 in. x 12 ft.	15	9.65

For *SPECIAL SIZES*, see column 4 on the left.

Price for the **\$25<sup>40</sup>**  
8 x 10 ft. size

We are constantly called upon to weave extra-large rugs, 40 x 80 ft., 60 x 150 ft., and larger. We have woven rugs as long as 400 feet.

*For Special Shapes—angles, hearths, etc. (no curves) there is a slight extra charge. Send us a diagram of any special shape rug you need and we will quote you our price.*



See Price List on  
opposite page.

Woven seamless and reversible  
to give twice the wear.

PATTERN 696—BROWN—Proper For Every Room

## One of the Greatest Values We Ever Offered!

**T**HIS attractive two-tone Brown rug is a great favorite. The center is a beautiful rich Brown—the border is of a darker shade. Same colors and deep luxurious nap on both sides. Like the fine Wiltons and Chenilles this rug is closely and firmly woven with a smooth velvety nap or surface that makes it especially soft and pleasant to walk on.

We cannot impress upon you too strongly that rugs of the same appearance and quality are sold by rug dealers throughout the country at prices ranging from \$60 to \$75 for room sizes. After we have reclaimed old material even an expert cannot tell the difference from new wool. Every rug carries the iron clad Olson guarantee of satisfaction or money back.



**PATTERN 492—MOSS—Proper for Every Room**

Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 2.50
30 x 54 in.	6	3.30
36 x 63 in.	9	4.05
4 x 6 $\frac{3}{4}$ ft.	15	7.05
5 x 8 ft.	22	10.35
6 x 6 ft.	20	9.20
6 x 8 ft.	26	12.45
6 x 9 ft.	30	13.70
7 x 7 ft.	27	12.85
7 x 9 ft.	35	16.00
8 x 8 ft.	35	16.35
8 x 10 ft.	45	20.45
8 x 11 ft.	49	22.50
9 x 9 ft.	45	20.75
9 x 11 ft.	55	25.05
9 x 12 ft.	60	27.30
10 x 10 ft.	56	28.15
10 x 12 ft.	67	34.45
10 x 13 ft.	72	37.30
11 x 12 ft.	74	35.20
11 x 14 ft.	85	44.20
12 x 12 ft.	80	41.50
12 x 14 ft.	93	48.00
12 x 15 ft.	98	51.65
27 in. x 6 ft.	7	3.95
27 in. x 9 ft.	12	5.95
27 in. x 12 ft.	15	8.05

For *SPECIAL SIZES*, see page 20, column 1.

Price for the **20<sup>45</sup>**  
8 x 10 ft. size

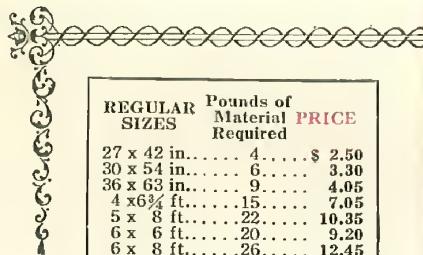
*This Lovely New Color Will Delight You*

**T**HIS pattern is most certain to give satisfaction under all circumstances. It is distinctly an all-purpose rug. Psychologists and interior decorators agree that each color has a certain effect on the human mind, and that the effect of Moss Green is one of increased vitality and happiness.

What an ideal rug, therefore, for any room in the home. Like the fine Wiltons and Chenilles, it is closely woven, with a deep, luxurious nap that gives that soft, pleasant cushion-like feel under foot. An OLSON RUG will delight you. Just think! You can get this refreshing Moss color by sending in your old

carpets and rugs regardless of how worn or threadbare they are. This two-tone Moss rug, like all other OLSON RUGS, is seamless. The pattern is the same on both sides. Being reversible it will outwear two ordinary store rugs, and the cost is small in comparison. Where can you get a rug of equal beauty and durability at a price so low?

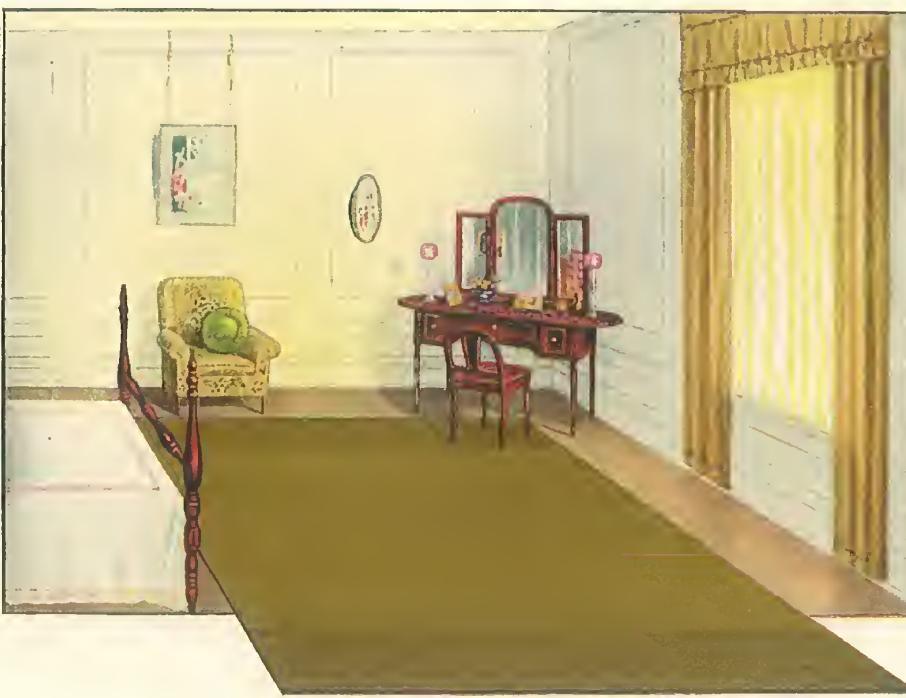
You can order this beautiful rug with perfect assurance that you are getting the very latest in floor coverings. Remember, our strong guarantee of satisfaction or money cheerfully refunded goes with every OLSON RUG.



REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 2.50
30 x 54 in.	6	3.30
36 x 63 in.	9	4.05
4 x 6 $\frac{3}{4}$ ft.	15	7.05
5 x 8 ft.	22	10.35
6 x 6 ft.	20	9.20
6 x 8 ft.	26	12.45
6 x 9 ft.	30	13.70
7 x 7 ft.	27	12.85
7 x 9 ft.	35	16.00
8 x 8 ft.	35	16.35
8 x 10 ft.	45	20.45
8 x 11 ft.	49	22.50
9 x 9 ft.	45	20.75
9 x 11 ft.	55	25.05
9 x 12 ft.	60	27.30
10 x 10 ft.	56	28.15
10 x 12 ft.	67	34.45
10 x 13 ft.	72	37.30
11 x 12 ft.	74	35.20
11 x 14 ft.	85	44.20
12 x 12 ft.	80	41.50
12 x 14 ft.	93	48.00
12 x 15 ft.	98	51.65
27 in. x 6 ft.	7	3.95
27 in. x 9 ft.	12	5.95
27 in. x 12 ft.	15	8.05

For *SPECIAL SIZES*, see page 20, column 1.

Price for the **20<sup>45</sup>**  
8 x 10 ft. size



PATTERN 692—BROWN—Proper for Every Room  
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

## Closely Woven With a Deep, Luxurious Nap

**T**HE atmosphere of inviting restfulness presented by this delightful bedroom is largely due to the attractive Brown OLSON RUG illustrated.

The rich, lustrous brown of the center of the rug offers just the right contrast to the end borders in the deeper shade. This is an unusually popular pattern. Same pattern and finish on both sides. It does not show soil—will give long and satisfactory wear. By sending in your old carpets and rugs you, too,

can secure these fashionable two-tone rugs and achieve this note of perfect harmony—and actually save considerable money besides. One- and two-tone rugs give that air of refinement impossible to secure with any other floor covering. OLSON RUGS are made in rich, tasteful colors that you can live with year in and year out and never tire of, as you do of the ordinary rugs with fancy designs. Closely and firmly woven. Soft and pleasant to walk on. Every order completed within one week.



PATTERN 4906—Proper for Every Room  
BROWN on One Side and MOSS on the Other. Seamless.

HAVEN'T you often wished that you could completely change the color scheme of a room? Well, you now can, without spending one extra cent, by ordering this splendid combination rug. Note how completely the living room on the left is transformed by merely reversing the rug as shown in the lower picture. This *exclusive* OLSON rug has the deep, luxurious pile, long wearing qualities, and rich appearance of the high-priced Wiltons and Chenilles, at a fraction the cost. Colors are fast.

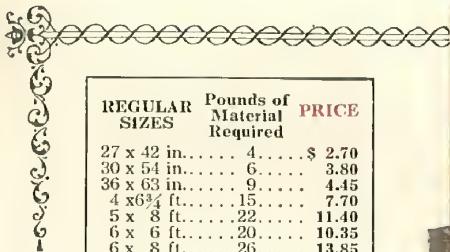
REGULAR SIZES	Pounds of Material Required	PRICE
30 x 54 in.	6.....	\$ 4.60
36 x 63 in.	9.....	5.65
4 x 6 $\frac{1}{2}$ ft.	15.....	9.65
5 x 8 ft.	22.....	14.30
6 x 6 ft.	20.....	12.90
6 x 8 ft.	26.....	17.15
6 x 9 ft.	30.....	19.45
7 x 7 ft.	27.....	17.55
7 x 9 ft.	35.....	22.45
8 x 8 ft.	35.....	22.90
8 x 10 ft.	45.....	28.95
8 x 11 ft.	49.....	31.50
9 x 9 ft.	45.....	29.00
9 x 11 ft.	55.....	35.45
9 x 12 ft.	60.....	38.70
10 x 10 ft.	56.....	39.40
10 x 12 ft.	67.....	47.00
10 x 13 ft.	72.....	50.90
11 x 12 ft.	74.....	52.05
11 x 14 ft.	85.....	60.55
12 x 12 ft.	80.....	57.10
12 x 14 ft.	93.....	66.10
12 x 15 ft.	98.....	70.50
27 in. x 6 ft.	7.....	5.25
27 in. x 9 ft.	12.....	7.90
27 in. x 12 ft.	15.....	10.55

For *SPECIAL SIZES*, see  
page 20, column 5.

Price for the \$ **28<sup>95</sup>**  
8 x 10 ft. size



You Can Order this Combination Rug regardless of the colors in your old material



REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 2.70
30 x 54 in.	6	3.80
36 x 63 in.	9	4.45
4 x 6 $\frac{3}{4}$ ft.	15	7.70
5 x 8 ft.	22	11.40
6 x 6 ft.	20	10.35
6 x 8 ft.	26	13.85
6 x 9 ft.	30	15.35
7 x 7 ft.	27	14.05
7 x 9 ft.	35	17.60
8 x 8 ft.	35	18.10
8 x 10 ft.	45	22.95
8 x 11 ft.	49	25.35
9 x 9 ft.	45	22.90
9 x 11 ft.	55	27.85
9 x 12 ft.	60	30.60
10 x 10 ft.	56	31.45
10 x 12 ft.	67	37.70
10 x 13 ft.	72	40.75
11 x 12 ft.	74	41.65
11 x 14 ft.	85	48.45
12 x 12 ft.	80	45.05
12 x 14 ft.	93	52.85
12 x 15 ft.	98	56.60
27 in. x 6 ft.	7	\$ 4.40
27 in. x 9 ft.	12	6.65
27 in. x 12 ft.	15	8.85

For *SPECIAL SIZES*, see page 20, column 3

Price for the **\$22<sup>95</sup>**  
8 x 10 ft. size



PATTERN 496—MOSS—Proper for Every Room  
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

## An Elegant Color—Restful and Harmonious

**M**OSS, one of the very latest color creations, has found instant favor among all leading interior decorators. Its popularity is easily explained—another exquisite color in a neutral shade that fits in with every scheme of decoration. As a color it is restful to the eye. It imparts to all surroundings a subdued elegance that is charming.

Even when subjected to the most severe wear this beautiful Moss rug will not show soil. It is easy to keep clean. Both sides are identically alike. Woven with a smooth, luxurious nap. For long, hard wear this rug cannot be excelled. If you have priced rugs in your local stores, you will realize that by sending us your old material you can save one-half on your rugs.



PATTERN 191—BLUE  
Proper for Every Room

Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

### Adds New Charm To Any Room

**T**HIS room fairly breathes an atmosphere of charm and contentment. Wouldn't it give you an infinite amount of pleasure to spend a few of your leisure hours each day in a surrounding of this kind? There are many features about this room that tend to make it livable, but none of more importance than the beautiful blue OLSON RUG. Blue is a very satisfying color in any home.

The remarkable demand for blue OLSON RUGS is conclusive

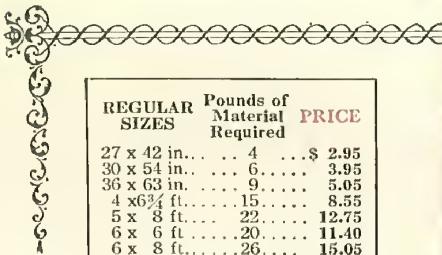
proof of their desirability. By sending us your old materials you can save half your rug money.

The firm weave and deep nap give them the same luxurious feel under foot that you find in the most expensive Wilton rugs. Due to the special OLSON weave, the above rug will stand unusual wear without showing soil. Like all OLSON RUGS it is seamless and two-sided. Being reversible it will outwear two store rugs. Colors are guaranteed fast.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 2.95
30 x 54 in.	6	3.95
36 x 63 in.	9	5.05
4 x 6½ ft.	15	8.55
5 x 8 ft.	22	12.75
6 x 6 ft.	20	11.40
6 x 8 ft.	26	15.05
6 x 9 ft.	30	17.15
7 x 7 ft.	27	15.60
7 x 9 ft.	35	20.10
8 x 8 ft.	35	20.20
8 x 10 ft.	45	25.40
8 x 11 ft.	49	27.60
9 x 9 ft.	45	25.45
9 x 11 ft.	55	31.10
9 x 12 ft.	60	33.90
10 x 10 ft.	56	34.55
10 x 12 ft.	67	42.20
10 x 13 ft.	72	45.65
11 x 12 ft.	74	46.15
11 x 14 ft.	85	53.90
12 x 12 ft.	80	49.65
12 x 14 ft.	93	58.75
12 x 15 ft.	98	63.10
27 in. x 6 ft.	7	4.85
27 in. x 9 ft.	12	7.25
27 in. x 12 ft.	15	9.65

For **SPECIAL SIZES**, see  
page 20, column 4.

Price for the **\$25<sup>40</sup>**  
8 x 10 ft. size **25=**



REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 2.95
30 x 54 in.	6	3.95
36 x 63 in.	9	5.05
4 x 6½ ft.	15	8.55
5 x 8 ft.	22	12.75
6 x 6 ft.	20	11.40
6 x 8 ft.	26	15.05
6 x 9 ft.	30	17.15
7 x 7 ft.	27	15.60
7 x 9 ft.	35	20.10
8 x 8 ft.	35	20.20
8 x 10 ft.	45	25.40
8 x 11 ft.	49	27.60
9 x 9 ft.	45	25.45
9 x 11 ft.	55	31.10
9 x 12 ft.	60	33.90
10 x 10 ft.	56	34.55
10 x 12 ft.	67	42.20
10 x 13 ft.	72	45.65
11 x 12 ft.	74	46.15
11 x 14 ft.	85	53.90
12 x 12 ft.	80	49.65
12 x 14 ft.	93	58.75
12 x 15 ft.	98	63.10
27 in. x 6 ft.	7	4.85
27 in. x 9 ft.	12	7.25
27 in. x 12 ft.	15	9.65

For *SPECIAL SIZES*, see  
page 20, column 4.

Price for the **\$25<sup>40</sup>**  
8 x 10 ft. size



PATTERN 991—TAUPE  
Proper for Every Room

Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

## Blends Perfectly With Every Decorating Scheme

**T**AUPE is the fashionable new color, used in the finest floor coverings, that has won such tremendous popularity. A more sensible shade for a rug has never been used. Not only does this exquisite color lend itself to better furniture and decorations but it stands up under the most severe wear without showing soil. Taupe blends perfectly with **every** decorating scheme. Note how agreeably the broad expanse of taupe color harmonizes with the walls,

draperies and furniture in the living room above. The rich beauty of this rug will transform any room. You will be delighted.

You will be making a wise selection if you choose a taupe OLSON RUG for any room. The popular tendency is for one and two-toned rugs that cover nearly the entire floor.

We recommend taupe for use in every room where unusual wear is expected. The nap is deep and luxurious like the high grade Wiltons and Chenilles. Finished the same on both sides.



PATTERN 491—MOSS—Proper for Every Room

Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in. .... 4	.....	\$ 2.50
30 x 54 in. .... 6	.....	3.30
36 x 63 in. .... 9	.....	4.05
4 x 6 $\frac{3}{4}$ ft. .... 15	.....	7.05
5 x 8 ft. .... 22	.....	10.35
6 x 6 ft. .... 20	.....	9.20
6 x 8 ft. .... 26	.....	12.45
6 x 9 ft. .... 30	.....	13.70
7 x 7 ft. .... 27	.....	12.85
7 x 9 ft. .... 35	.....	16.00
8 x 8 ft. .... 35	.....	16.35
8 x 10 ft. .... 45	.....	20.45
8 x 11 ft. .... 49	.....	22.50
9 x 9 ft. .... 45	.....	20.75
9 x 11 ft. .... 55	.....	25.05
9 x 12 ft. .... 60	.....	27.30
10 x 10 ft. .... 56	.....	28.15
10 x 12 ft. .... 67	.....	34.45
10 x 13 ft. .... 72	.....	37.30
11 x 12 ft. .... 74	.....	35.20
11 x 14 ft. .... 85	.....	44.20
12 x 12 ft. .... 80	.....	41.50
12 x 14 ft. .... 93	.....	48.00
12 x 15 ft. .... 98	.....	51.65
27 in. x 6 ft. .... 7	.....	\$ 3.95
27 in. x 9 ft. .... 12	.....	5.95
27 in. x 12 ft. .... 15	.....	8.05

For *SPECIAL SIZES*, see  
page 20, column 1.

Price for the **20 $\frac{4}{5}$**   
8 x 10 ft. size



## To Give Warmth and Welcome To Your Hallway

THE adaptability of OLSON RUGS to halls and stairs is well illustrated by this attractive interior. The color scheme suggested above is only one of many that will give the desirable warmth and welcome to the hall as a meeting and greeting place of your guests.

Though we show rich one-tone Moss rugs above, you can easily imagine in their place, Brown, Taupe, Mahogany, Mole, Blue, Tete-de-Negre, or Mulberry rugs, with or without borders.

Runners with borders give a very pleasing effect, and

their use is highly endorsed by leading home decorators.

Because of their remarkable wearing qualities, OLSON RUGS are ideally suited for halls and stairs. All OLSON RUGS are woven seamless and reversible with the same deep, luxurious nap on both sides to give twice the wear. They look like, feel like, and wear like, the high-grade Wilton and Chenille rugs, famous for their beauty and durability. Read our binding guarantee on the inside front cover—you cannot lose a penny, every order completed in *one week*.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 2.50
30 x 54 in.	6	3.30
36 x 63 in.	9	4.05
4 x 6 $\frac{3}{4}$ ft.	15	7.05
5 x 8 ft.	22	10.35
6 x 6 ft.	20	9.20
6 x 8 ft.	26	12.45
6 x 9 ft.	30	13.70
7 x 7 ft.	27	12.85
7 x 9 ft.	35	16.00
8 x 8 ft.	35	16.35
8 x 10 ft.	45	20.45
8 x 11 ft.	49	22.50
9 x 9 ft.	45	20.75
9 x 11 ft.	55	25.05
9 x 12 ft.	60	27.30
10 x 10 ft.	56	28.15
10 x 12 ft.	67	34.45
10 x 13 ft.	72	37.30
11 x 12 ft.	74	35.20
11 x 14 ft.	85	44.20
12 x 12 ft.	80	41.50
12 x 14 ft.	93	48.00
12 x 15 ft.	98	51.65
27 in. x 6 ft.	7	\$ 3.95
27 in. x 9 ft.	12	5.95
27 in. x 12 ft.	15	8.05

For *SPECIAL SIZES*, see page 20, column 1.

Price for the **\$20<sup>45</sup>**  
8 x 10 ft. size



**PATTERN 291—MAHOGANY—Proper for Every Room**  
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials.

## A New and Very Desirable Color

**M**AHOGANY is the aristocrat of colors. It is an ideal shade for any room in the home. Whether it be for the dining-room where it won't show soil, or the living-room because it adds coziness to its environment, or for the halls and stairway because it will stand the hardest wear, one-toned Mahogany is one of the most desirable colors.

This beautiful room strikingly illustrates the exquisite harmony that it is possible to achieve with a one-toned Mahogany

rug. Just think—the OLSON Patented Process makes it possible for you to get this popular shade no matter how worn or faded or what color your old material may be. Woven seamless with a deep rich pile. Finished the same on both sides.

Your new OLSON rug will rival the high-grade Wilton or Chenille rugs and the cost will be only one-half as much. Remember, our strong guarantee of *satisfaction or money back* goes with every OLSON RUG.



PATTERN 591—MULBERRY—Proper for Every Room

Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

*Imparts Quiet Luxury and Refinement*

THE OLSON Patented Process makes it possible for you to get this magnificent Mulberry Rug woven from old carpets and rugs. A one-toned Mulberry rug will impart a feeling of quiet luxury and refinement to any room.

We believe that we have accomplished much in being able to offer you an OLSON RUG in this exquisite Mulberry shade. As you know, this regal color is found in so many of the finest rugs.

An OLSON Mulberry rug is recommended for any room in the home. Like the high grade Wilton rugs the nap is deep and luxurious and has that soft, resilient feel under foot. Woven the same on both sides. Like all OLSON RUGS this pattern is woven seamless and reversible to give double wear. You will be making a wise selection if you order this rich Mulberry Rug. Same quality would cost you double our price at a rug store.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 2.70
30 x 54 in.	6	3.80
36 x 63 in.	9	4.45
4 x 6 $\frac{3}{4}$ ft.	15	7.70
5 x 8 ft.	22	11.40
6 x 6 ft.	20	10.35
6 x 8 ft.	26	13.85
6 x 9 ft.	30	15.35
7 x 7 ft.	27	14.05
7 x 9 ft.	35	17.60
8 x 8 ft.	35	18.10
8 x 10 ft.	45	22.95
8 x 11 ft.	49	25.35
9 x 9 ft.	45	22.90
9 x 11 ft.	55	27.85
9 x 12 ft.	60	30.60
10 x 10 ft.	56	31.45
10 x 12 ft.	67	37.70
10 x 13 ft.	72	40.75
11 x 12 ft.	74	41.65
11 x 14 ft.	85	48.45
12 x 12 ft.	80	45.05
12 x 14 ft.	93	52.85
12 x 15 ft.	98	56.60
27 in. x 6 ft.	7	4.40
27 in. x 9 ft.	12	6.65
27 in. x 12 ft.	15	8.85

For *SPECIAL SIZES*, see  
page 20, column 3.

Price for the **\$22<sup>95</sup>**  
8 x 10 ft. size



REGULAR SIZES	Pounds of Material Required	PRICE
30 x 54 in.	6	\$ 3.80
36 x 63 in.	9	4.45
4 x 6 $\frac{3}{4}$ ft.	15	7.70
5 x 8 ft.	22	11.40
6 x 6 ft.	20	10.35
6 x 8 ft.	26	13.85
6 x 9 ft.	30	15.35
7 x 7 ft.	27	14.05
7 x 9 ft.	35	17.60
8 x 8 ft.	35	18.10
8 x 10 ft.	45	22.95
8 x 11 ft.	49	25.35
9 x 9 ft.	45	22.90
9 x 11 ft.	55	27.85
9 x 12 ft.	60	30.60
10 x 10 ft.	56	31.45
10 x 12 ft.	67	37.70
10 x 13 ft.	72	40.75
11 x 12 ft.	74	41.65
11 x 14 ft.	85	48.45
12 x 12 ft.	80	45.05
12 x 14 ft.	93	52.85
12 x 15 ft.	98	56.60
27 in. x 6 ft.	7	\$ 4.40
27 in. x 9 ft.	12	6.65
27 in. x 12 ft.	15	8.85

For SPECIAL SIZES, see page 20, column 3.

Price for the **\$22<sup>95</sup>**  
8 x 10 ft. size **22**



PATTERN 698—BROWN, Moss Border—Proper for Every Room  
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

## A Fashionable Rug at a Worth-While Saving

PICTURE this decorative rug in your own home. Consider how much charm and individuality you can add to any room by choosing this attractive combination of colors. Note how effective the soft Moss border sets off the rich Brown center. A delightfully balanced design. Like the fine Wiltons, the nap or surface is soft, deep and luxurious. Because this rug is woven seamless with the same luxurious

nap on both sides, it will outwear two ordinary rugs.

If you have priced rugs in your local stores you will realize that by sending us your old rugs and carpets you can save at least one-half on your new rugs. Rugs in this fashionable two-color combination are sold in the large department stores throughout the country at \$45 and \$50 for the 8 x 10 ft. size. Satisfaction guaranteed or your money cheerfully refunded.



PATTERN 595—BROWN, Mahogany Border—Proper for Every Room  
and reversible to give twice the wear. You can order this up-to-date  
rug regardless of the colors in your old materials

### Twice The Wear—At Half The Price

live effect secured in this quaint room is largely due to the charming rug illustrated. In selecting a new rug must not be considered an isolated item. It should be selected to blend with the room perfectly. The rug above fits in with the room and its furniture. You save at least half the price of a new rug, and you get in return, a

brand new OLSON RUG, the equal in beauty and durability of the high-grade Wiltons. Pattern 595 is the same on both sides—just like getting two rugs for the price of one. The center is a rich, lustrous brown and the border a deep warm Mahogany that gives a very pleasing effect. Why even consider buying a one-sided rug from a retail store when for ONE HALF the price you can get a new OLSON RUG that is woven seamless and reversible to give twice the wear.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 2.55
30 x 54 in.	6	3.55
36 x 63 in.	9	4.20
4 x 6½ ft.	15	7.30
5 x 8 ft.	22	10.80
6 x 6 ft.	20	9.80
6 x 8 ft.	26	13.05
6 x 9 ft.	30	14.50
7 x 7 ft.	27	13.45
7 x 9 ft.	35	16.75
8 x 8 ft.	35	17.20
8 x 10 ft.	45	21.45
8 x 11 ft.	49	24.00
9 x 9 ft.	45	21.65
9 x 11 ft.	55	26.40
9 x 12 ft.	60	28.95
10 x 10 ft.	56	29.70
10 x 12 ft.	67	35.65
10 x 13 ft.	72	38.60
11 x 12 ft.	74	38.70
11 x 14 ft.	85	45.85
12 x 12 ft.	80	42.65
12 x 14 ft.	93	50.00
12 x 15 ft.	98	53.60
27 in. x 6 ft.	7	4.15
27 in. x 9 ft.	12	6.20
27 in. x 12 ft.	15	8.30

For **SPECIAL SIZES**, see  
page 20, column 2.

Price for the **21<sup>45</sup>**  
8 x 10 ft. size

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 2.55
30 x 54 in.	6	3.55
36 x 63 in.	9	4.20
4 x 6 $\frac{1}{4}$ ft.	15	7.30
5 x 8 ft.	22	10.80
6 x 6 ft.	20	9.80
6 x 8 ft.	26	13.05
6 x 9 ft.	30	14.50
7 x 7 ft.	27	13.45
7 x 9 ft.	35	16.75
8 x 8 ft.	35	17.20
8 x 10 ft.	45	21.45
8 x 11 ft.	49	24.00
9 x 9 ft.	45	21.65
9 x 11 ft.	55	26.40
9 x 12 ft.	60	28.95
10 x 10 ft.	56	29.70
10 x 12 ft.	67	35.65
10 x 13 ft.	72	38.60
11 x 12 ft.	74	38.70
11 x 14 ft.	85	45.85
12 x 12 ft.	80	42.65
12 x 14 ft.	93	50.00
12 x 15 ft.	98	53.60
27 in. x 6 ft.	7	4.15
27 in. x 9 ft.	12	6.20
27 in. x 12 ft.	15	8.30

For *SPECIAL SIZES*, see page 20, column 2.

Price for the **\$21<sup>45</sup>**  
8 x 10 ft. size



**PATTERN 395—BROWN, Green Border—Proper for Every Room**  
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

## *This Rug Will Win the Admiration of Your Friends*

**T**HIS friendly living room owes much of its attractiveness to this harmonious OLSON floor covering. The center of this rug is a rich brown, while the border is a soft green which forms an extremely pleasing contrast. A distinctive pattern that will give your home an air of originality. The pattern is the same on both sides—you get two new rugs for less than the usual price of one.

Like the fine Wiltons and Chenilles, this OLSON rug has a deep,

rich pile that gives a soft, pleasant feeling under foot. Because of the tight, firm weave, this rug will wear a lifetime. Old material, reclaimed by the Olson Patented Process, defies detection.

Let us prove to you the claims we make for OLSON RUGS and weave for you a rug that will win the admiration of your friends. If you have priced rugs you know that rugs of the same appearance and quality are sold by dealers for double our price. Every order is completed within one week.

# Send In Your Old Rugs and Carpets



E CAN weave beautiful new OLSON RUGS from a combination of all the different kinds of old carpets or rugs you have, or we can weave OLSON RUGS entirely of any one kind alone.

Send in any of the following:

Brussels	Wilton	Velvety	Fluff Rugs
Axminster	Ingrain	Smyrna	Tapestry
Velvet	Moquette	Chenille	Wool Fibre

—or any other kinds of carpets and rugs.

Don't bother to clean or prepare your old carpets or rugs in any way. Send them just as they are.

**If You Haven't Enough Carpets or Rugs**—You can probably secure the extra number of pounds that you need from your friends and neighbors for the asking.

To help you out in case you still don't have enough, we will furnish new wool stock at 20 cents a pound (what it costs us).

## About Old Wool Clothing and Other Wool Materials

If you lack the necessary number of pounds of old carpets or rugs to complete the new rug you want, you can add some old wool clothing and other wool materials. But not more than **ONE-FOURTH** of the total weight of the material you send us can be old clothing or materials of this kind.

We are able to reclaim the fibres in old wool clothing and other wool materials so that they can be worked in satisfactorily with the reclaimed wool from old carpets and rugs. There is nothing unusual about this. Practically all the clothing worn today contains some wool that has been reclaimed by the large clothing mills from used clothing. Send any of the following:

WOOL sweaters, skirts, dresses, coats, pants, underwear, blankets, shawls, shirts, Chenille and Tapestry curtains.

## *If You Have No Scales*

The following will give you the approximate weight of your old carpets and rugs:

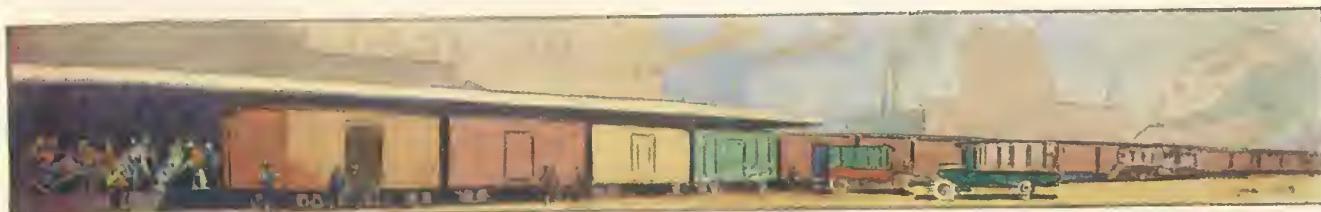
Size	Weight
6 x 9 ft.	25 to 35 pounds
8 x 10 ft.	35 to 50 pounds
9 x 12 ft.	45 to 60 pounds
1 square yard	5 to 6 pounds

*Brussels, Ingrain, light Tapestry rugs weigh somewhat less.*

An OLSON RUG weighs about the same as the finest Wilton.

## NO EXTRAS OF ANY KIND

*So great is our volume of business that every railroad delivers right to our doors. No re-handling. No delays. This wonderful service brings your material to us almost as quick as a letter.*



**ORDER BLANK**  *TEAR OUT AND MAIL* **ORDER BLANK**  
*OLSON RUG COMPANY* . . . *28-40 LAFLIN ST., CHICAGO*

**SATISFACTION GUARANTEED.** In ordering OLSON RUGS you are protected by our binding guarantee. Use the rugs in your own home; put them to any test you wish; then if

you are not entirely satisfied, return them within a week at our expense and we will refund all your money and pay you for your material. Every order completed within one week.

Gentlemen:—Please make new OLSON RUGS as indicated below:

NAME..... Date.....

Street Address  
or P. O. Box No. \_\_\_\_\_ (write clearly) Post Office. \_\_\_\_\_

R. F. D. No. .... County. .... State. ....

If there is a Freight  
Agent at your Station..... If not, name nearest Station  
where there is an Agent..... What Town or City shall  
we ship your rugs to.....

*It Is Not Necessary to Send Any Money With This Order*

Indicate with "X" in space below how you are sending material:

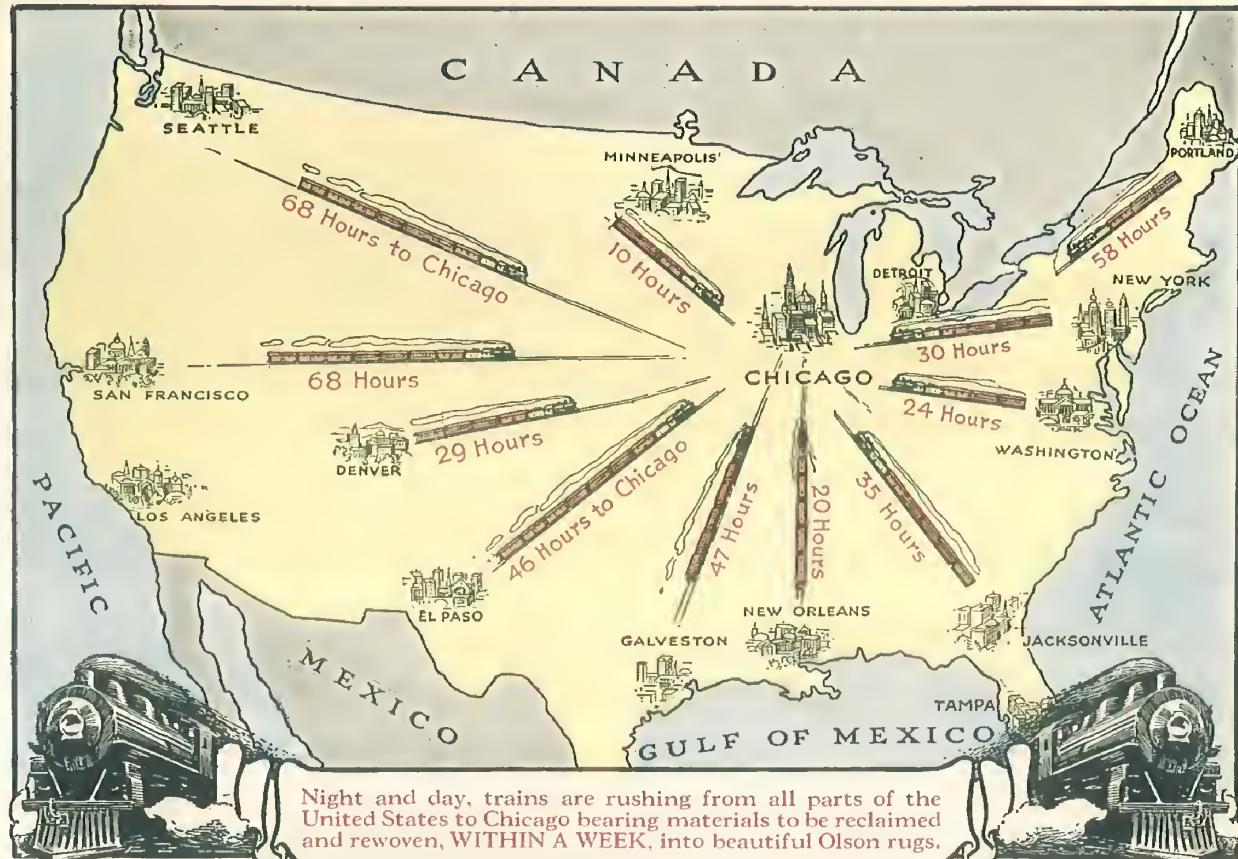
Freight.....  Parcel Post.....  Express.....

State Total Number of Pounds of All Materials You are Sending.....

TEAR OUT ALONG THIS LINE AND MAIL



# We Have Thousands of Customers in Every State



USE THE ORDER BLANK ON THE NEXT PAGE.

*It's So  
Easy To  
Order and  
Ship*



*All  
Orders  
Completed in  
A Week*

## We Pay Freight On Your Material

**S**IMPLY tie up your old carpets, rugs and clothing just as they are, attach our tag and ship the bundle to us COLLECT, or prepay the charges and we will give you credit.

We pay the *Freight Charges* on your material from all the following states and advise that you ship by *Freight*. However, if your bundle is only a small one (less than 30 pounds) send by *Parcel Post* or *Express*.

Alabama	Kansas	Montana	Rhode Island
Arkansas	Kentucky	Nebraska	S. Carolina
Colorado	Louisiana	New Hampshire	South Dakota
Connecticut	Maine	New Jersey	Tennessee
Delaware	Maryland	New York	Texas
Florida	Massachusetts	N. Carolina	Vermont
Georgia	Michigan	North Dakota	Virginia
Illinois	Minnesota	Ohio	W. Virginia
Indiana	Mississippi	Oklahoma	Washington, D.C.
Iowa	Missouri	Pennsylvania	Wisconsin

If you live in a large city simply phone any transfer company or drayman and they will deliver your bundle to your local freight depot and ship it for you.

We do not pay any shipping charges on orders that require less than twenty-five pounds.

**WE ALSO PAY FREIGHT FROM THESE FAR WESTERN STATES**, if 50 pounds or more are sent:

Arizona  
California  
Idaho

Nevada  
New Mexico  
Oregon

Utah  
Washington  
Wyoming

Mail your order—never send it inside the bundle.

Mail us at once the bill-of-lading (or freight receipt) marked "Original" that your freight agent will give you.

We guarantee the safe delivery of your new rugs.

**SEND NO MONEY:** It is not necessary to send any money with your order. When your rugs are finished we will notify you. *Send money whichever way is most convenient, by post office money order, express money order, bank draft, or personal check.* If you live on a rural route, your carrier will buy a money order, enclose and mail it for you with your letter. The customer is expected to pay shipping charges on the finished rugs—this does not amount to very much; on an average it will be about \$1.50 for two 9 x 12 rugs.

**OUR REFERENCES:** We refer you to any bank in Chicago. Our best references are our customers—over one million.



Taupe—see page 11

## CATALOGUE 72

The prices in this catalogue take the place of prices in all previous catalogues.